

RESOLUTION NO. 4644

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ARROYO GRANDE,
STATE OF CALIFORNIA, GRANTING CONSENT TO THE COUNTY OF SAN LUIS
OBISPO TO FORM THE SAN LUIS OBISPO COUNTY TOURISM MARKETING
DISTRICT (SLOCTMD)**

WHEREAS, the County of San Luis Obispo is beginning the process of forming a San Luis Obispo County Tourism Marketing District (SLOCTMD) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code sections 36600 et seq., to promote lodging businesses in San Luis Obispo County.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Arroyo Grande, that:

Section 1: The above recital is true and correct.

Section 2: The City Council consents to the County of San Luis Obispo forming the SLOCTMD, which District shall include the City of Arroyo Grande.

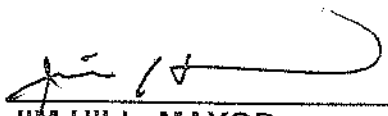
Section 3: The Clerk of the City Council is hereby directed to transmit a certified copy of this Resolution to the Clerk of the Board.

Section 4: This Resolution is effective upon its adoption.

On motion of Council Member Guthrie, seconded by Council Member Barneich, and on the following roll call vote, to wit:

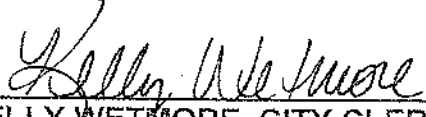
AYES: Council Members Guthrie, Barneich, Brown, Harmon, and Mayor Hill
NOES: None
ABSENT: None

the foregoing Resolution was passed and adopted this 13th day of January, 2015.



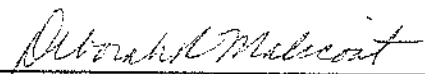
JIM HILL, MAYOR

ATTEST:



KELLY WETMORE, CITY CLERK

APPROVED AS TO CONTENT:



DEBORAH MALICOAT, ACTING CITY MANAGER

APPROVED AS TO FORM:



TIMOTHY J. CARMEL, CITY ATTORNEY

OFFICIAL CERTIFICATION

I, **KELLY WETMORE**, City Clerk of the City of Arroyo Grande, County of San Luis Obispo, State of California, do hereby certify under penalty of perjury, that the attached Resolution No. 4644 was passed and adopted at a regular meeting of the City Council of the City of Arroyo Grande on the 13th day of January, 2015.

WITNESS my hand and the Seal of the City of Arroyo Grande affixed this 20th day of January, 2015.


KELLY WETMORE, CITY CLERK



RESOLUTION NO. 2015-006

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
ATASCADERO, STATE OF CALIFORNIA, GRANTING CONSENT TO
THE COUNTY OF SAN LUIS OBISPO TO FORM THE
SAN LUIS OBISPO COUNTY
TOURISM MARKETING DISTRICT (SLOCTMD)**

WHEREAS, the County of San Luis Obispo is beginning the process to form a San Luis Obispo County Tourism Marketing District (SLOCTMD) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., to promote lodging businesses in San Luis Obispo County; and,

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Atascadero, that:

... Section 1: The above recital is true and correct. ...

Section 2: The City Council consents to the County of San Luis Obispo forming the SLOCTMD, which District shall include the City of Atascadero.

Section 3: The Clerk of the City Council is hereby directed to transmit a certified copy of this Resolution to the Clerk of the Board.

Section 4: This Resolution is effective upon its adoption.

PASSED AND ADOPTED at a regular meeting of the City Council of the City of Atascadero, State of California, held on this 13th day of January, 2015 by the following vote:

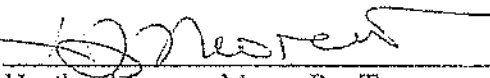
AYES: Council Members Fonzi, Kelley, Sturtevant and Mayor Pro Tem Moreno

NOES: None


ABSENT: None

ABSTAIN: Mayor O'Malley

CITY OF ATASCADERO

By: 
Heather Moreno, Mayor Pro Tem

ATTEST:


Marcia McClure Torgerson, C.M.C., City Clerk

APPROVED AS TO FORM:


Brian A. Pierik, City Attorney

RESOLUTION NO. 15-05

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GROVER BEACH
GRANTING CONSENT TO THE COUNTY OF SAN LUIS OBISPO TO FORM THE
SAN LUIS OBISPO COUNTY TOURISM MARKETING DISTRICT (SLOCTMD)**

WHEREAS, the County of San Luis Obispo is beginning the process to form a San Luis Obispo County Marketing District (SLOCTMD) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code Section 36600 et. seq. to promote lodging business in San Luis Obispo County; and

WHEREAS, City Council is informed that the formation of the San Luis Obispo County Tourism Marketing District has the support of the majority of Hotel owners county-wide; and

WHEREAS, the funds raised by the District will benefit the lodging industry in the County including that portion of the industry located in Grover Beach; and

WHEREAS, pursuant to Streets and Highways Code Section 36620.5 a county may not form a district within the territorial jurisdiction of a city without the consent of the City Council of that city.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Grover Beach that:


The City Council consents to the County of San Luis Obispo forming the SLOCTMD, which District shall include the territorial jurisdiction of the city of Grover Beach.

The City Clerk is hereby directed to transmit a copy of this Resolution to the Clerk of the Board of Supervisors of the County of San Luis Obispo.

On motion by Mayor Pro Tem Lee, second by Council Member Shah, and on the following roll-call vote, to wit:

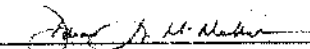
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| AYES: | Council Members Bright, Nicolls, Shah, Mayor Pro Tem Lee, and Mayor Shoals. |
| NOES: | Council Members – None. |
| ABSENT: | Council Members – None. |
| ABSTAIN: | Council Members – None. |

the foregoing Resolution was **PASSED, APPROVED, and ADOPTED** at a Regular meeting of the City Council of the City of Grover Beach California, this 20th day of January, 2015.



JOHN P. SHOALS, MAYOR

Attest:



DONNA L. McMAHON, CITY CLERK

RESOLUTION NO. 14-141

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
CONSENTING TO THE INCLUSION OF THE CITY WITHIN THE PROPOSED SAN LUIS
OBISPO COUNTY TOURISM MARKETING DISTRICT (SLOCTMD)

WHEREAS, tourism is an important contributor to the economy of the City and the promotion of the City's tourist lodging establishments serves an important public purpose; and

WHEREAS, Visit San Luis Obispo County (VSLOC), is a non-profit organization that promotes San Luis Obispo County through advertising, marketing, public relation and group sales and wishes to establish a sustainable funding source to further those efforts; and

WHEREAS, the County of San Luis Obispo has initiated the formation of a San Luis Obispo County Tourism Marketing District (SLOCTMD) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., to promote lodging businesses in San Luis Obispo County; and

WHEREAS, Streets and Highways Code section 36620.5 provides that a county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city; and

WHEREAS, the proposed SLOCTMD is an assessment district designed to provide specific benefits directly to those entities being assessed; and

WHEREAS, marketing, advertising, promotions and sales efforts for assessed businesses will increase overnight tourism and market payers to increase room night sales; and

WHEREAS, the proposed SLOCTMD would include all lodging businesses located within the boundaries of San Luis Obispo County, and

WHEREAS, the Paso Robles hoteliers representing a majority of the assessments that would be levied, support the formation of the San Luis Obispo County Tourism Marketing District (SLOCTMD) as providing a means to collectively market the San Luis Obispo area and remain competitive with comparable markets; and

WHEREAS, at its meeting of September 23, 2014, the Travel Paso Robles Alliance ("TPRA") recommended support of the SLOCTMD by a majority vote of 4-1-1 (one abstention and one dissenting vote); and

WHEREAS, of the twenty (20) existing Paso Robles lodging properties, the affirmative votes represented more than 70% of the assessments proposed to be levied; and

NOW, THEREFORE, BE IT RESOLVED, that the City Council for the City of El Paso de Robles

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does hereby resolve, determine and find as follows:

Section 1. The recitals set forth herein are true and correct.

Section 2. Pursuant to Streets and Highways Code section 36620.5, the City Council consents to the inclusion of the City of El Paso de Robles within the proposed San Luis Obispo County Tourism Marketing District, and as set forth in the attached SLOCTMD Management Plan (Exhibit A).

Section 3. The City Clerk is hereby directed to transmit a certified copy of this Resolution to the Clerk of the SLO County Board of Supervisors.

Section 4. This Resolution is effective upon its adoption.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 21st day of October 2014 by the following roll call vote:

AYES: Martin, Strong, Hamon, Steinbeck, Picanco


NOES:

ABSENT:

ABSTAIN:


Duane Picanco, Mayor

ATTEST:


Caryn Jackson, Deputy City Clerk

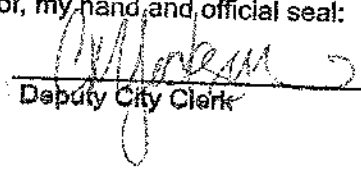
I hereby certify that the foregoing is a full, true
and correct copy of City Council

Resolution No. 14-141

on file in the Office of the City Clerk.

In witness hereof, my hand and official seal:

10/27/14
Date


Deputy City Clerk

RESOLUTION NO. 82-14

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MORRO BAY
CONSENTING TO THE INCLUSION OF THE CITY WITHIN THE PROPOSED
SAN LUIS OBISPO COUNTY TOURISM MARKETING DISTRICT (SLOCTMD)**

**THE CITY COUNCIL
City of Morro Bay, California**

WHEREAS, tourism is an important contributor to the economy of the City and the promotion of the City's tourist lodging establishments serves an important public purpose; and

WHEREAS, Visit San Luis Obispo County (VSLOC), is a non-profit organization that promotes San Luis Obispo County through advertising, marketing, public relations and group sales and wishes to establish a sustainable funding source to further those efforts; and

WHEREAS, the County of San Luis Obispo has initiated the formation of the proposed SLOCTMD pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code sections 36600 *et seq.*, to promote lodging businesses in San Luis Obispo County; and

WHEREAS, Streets and Highways Code section 36620.5 provides a county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city; and

WHEREAS, the proposed SLOCTMD is an assessment district designed to provide specific benefits directly to those entities being assessed; and

WHEREAS, marketing, advertising, promotions and sales efforts for assessed businesses will increase overnight tourism which will then increase the demand for hotel/motel rooms, RV spaces and vacation rentals; and

WHEREAS, the proposed SLOCTMD would include all lodging businesses located within the boundaries of San Luis Obispo County that currently also pay transit occupancy taxes, and

WHEREAS, the Morro Bay hotel/motel/B&B owners, RV park owners and vacation rental owners that (i) would be levied through the SLOCTMD and (ii) account for 53.6% of the total gross receipts reported in 2013 by those lodging properties support the formation of the proposed SLOCTMD, as providing a means to collectively market the San Luis Obispo County area and remain competitive with comparable markets; and

WHEREAS, at its meeting of November 17, 2014, the Morro Bay Tourism Bureau passed a motion of support for the SLOCTMD.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Morro Bay, California, as follows:

1. The recitals set forth herein are true and correct.

2. Pursuant to Streets and Highways Code section 36620.5, the City Council consents to the inclusion of the City of Morro Bay within the proposed San Luis Obispo County Tourism Marketing District, and as set forth in the attached SLOCTMD Management Plan (Exhibit A).

3. The City Clerk is hereby directed to transmit a certified copy of this Resolution to the Clerk of the SLO County Board of Supervisors.

4. This Resolution is effective upon its adoption.

PASSED AND ADOPTED by the City Council of the City of Morro Bay at a regular meeting thereof held on the 9th day of December 2014 on the following vote:

AYES: Headding, Johnson, Makowetski, Smukler
NOES: None
ABSENT: None
RECUSED: Irons


JAMIE L. IRONS, Mayor

ATTEST:


JAMIE BOUCHER, City Clerk



City of Morro Bay

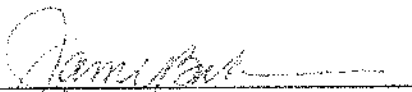
Morro Bay, CA 93442

(805) 772-6205

CERTIFICATION

I, Jamie Boucher, City Clerk for the City of Morro Bay, hereby certifies that the attached Resolution 82-14, adopted by the Morro Bay City Council at its regular meeting held on December 9, 2014 is a true and correct copy of the original document.

DATED: December 30, 2014



Jamie Boucher, City Clerk

RESOLUTION NO. R-2014-137

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PISMO BEACH, GRANTING
CONSENT TO THE COUNTY OF SAN LUIS OBISPO TO FORM THE SAN LUIS OBISPO
COUNTY TOURISM MARKETING DISTRICT (SLOCTMD)**

WHEREAS, the County of San Luis Obispo is beginning the process to form a San Luis Obispo County Tourism Marketing District (SLOCTMD) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., to promote lodging businesses in San Luis Obispo County.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Pismo Beach, that:

Section 1: The above recitals are true and correct.

Section 2: Pursuant to Streets and Highways Code Section 36620.5, a county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city. Therefore, the City Council consents to the County of San Luis Obispo forming the SLOCTMD, which District shall include the City of Pismo Beach.

Section 3: The City Clerk is hereby directed to transmit a certified copy of this Resolution to the Clerk of the Board of Supervisors of the County of San Luis Obispo.

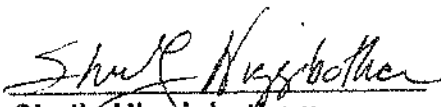
Section 4: This Resolution is effective upon its adoption.


UPON MOTION OF Council Member Howell, seconded by Council Member Blake the foregoing resolution was passed, approved and adopted by the City Council of the City of Pismo Beach this 16th day of December 2014, by the following roll call vote:

AYES: 5 Council Members Howell, Blake, Reiss, Waage, Higginbotham
NOES: 0
ABSENT: 0
ABSTAIN: 0

Approved:

Attest:


Shelly Higginbotham
Mayor


Elaina Cano, CMC
City Clerk

RESOLUTION NO. 10575 (2014 Series)

**A RESOLUTION OF THE CITY COUNCIL OF SAN LUIS OBISPO,
CALIFORNIA, GRANTING CONSENT TO THE COUNTY OF SAN LUIS
OBISPO TO FORM THE SAN LUIS OBISPO COUNTY TOURISM
MARKETING DISTRICT (SLOCTMD)**

WHEREAS, the County of San Luis Obispo has initiated the formation of a San Luis Obispo County Tourism Marketing District (SLOCTMD) pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq., to promote lodging businesses in San Luis Obispo County; and

WHEREAS, Streets and Highways Code section 36620.5 provides that a county may not form a district within the territorial jurisdiction of a city without the consent of the city council of that city; and

WHEREAS, the City Council of the City of San Luis Obispo conducted a public hearing in the Council Chamber of City Hall, 990 Palm Street, San Luis Obispo, California, on November 10, 2014, for the purpose of consenting to participation in the SLOCTMD; and

WHEREAS, at its meeting of October 8, 2014, the San Luis Obispo Tourism Business Improvement District (TBID) Board recommended support of the SLOCTMD by a majority vote of 6-0; and

WHEREAS, the SLOCTMD is an assessment district that includes all lodging businesses located within the boundaries of San Luis Obispo County designed to provide specific benefits directly to those entities being assessed that is funded by a 1% gross room rental assessment countywide; and

WHEREAS, the City of San Luis Obispo hoteliers representing a two-thirds majority of the assessments that would be levied, support the formation of the San Luis Obispo County Tourism Marketing District (SLOCTMD) as providing a means to collectively market the San Luis Obispo area and remain competitive with comparable markets; and

WHEREAS, over 50 percent of the all existing lodging properties Countywide support the assessments proposed to be levied; and

WHEREAS, Visit San Luis Obispo County (VSLOC), a non-profit organization that promotes San Luis Obispo County through advertising, marketing, public relation and group sales and wishes to establish a sustainable funding source to further those efforts, will be the operator of the SLOCTMD; and

WHEREAS, the City Council has duly considered all evidence, including the testimony of the hoteliers, interested parties, and the evaluation and recommendations by the TBID and staff, presented at said hearing.

R 10575

NOW, THEREFORE, BE IT RESOLVED, by the Council of the City of San Luis Obispo as follows:

SECTION 1. Findings. Based upon all the evidence, the City Council makes the following findings:

- a) Tourism is an important contributor to the economy of the City of San Luis Obispo and formation of a SLOCTMD enhances promotion of the City's tourist lodging establishments.
- b) Formation of a SLOCTMD will enhance marketing, advertising, promotions and sales efforts for assessed businesses that will increase overnight tourism resulting in additional room night sales.

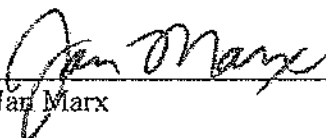
SECTION 2. Action. The City Council consents to the inclusion of the City of San Luis Obispo within the proposed San Luis Obispo County Tourism Marketing District (SLOCTMD), as set forth in the attached SLOCTMD Management Plan (Exhibit A).

The Clerk of the City Council is hereby directed to transmit a certified copy of this Resolution to the Clerk of the SLO County Board of Supervisors.

Upon motion of Vice Mayor Christianson, seconded by Council Member Ashbaugh, and on the following roll call vote:

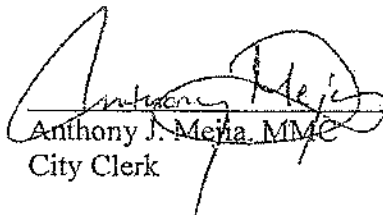
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| AYES: | Council Members Ashbaugh, Carpenter and Smith, Vice Mayor Christianson and Mayor Marx |
| NOES: | None |
| ABSENT: | None |

The foregoing resolution was adopted this 10th day of November 2014.



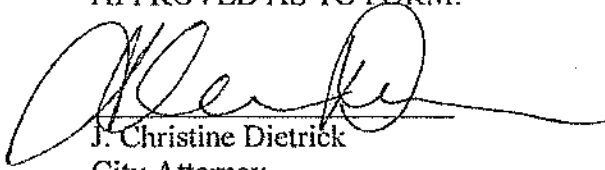
Mayor Jan Marx

ATTEST:



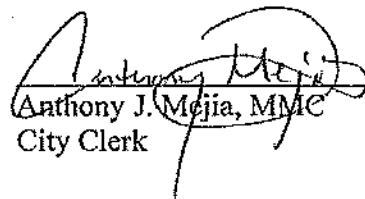
Anthony J. Mejia, MMC
City Clerk

APPROVED AS TO FORM:



J. Christine Dietrick
City Attorney

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City
of San Luis Obispo, California, this 14th day of November, 2014.



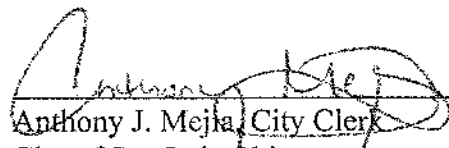
Anthony J. Mejia, MMC
City Clerk

CERTIFICATION

I, **Anthony J. Mejia, City Clerk**, do hereby certify under penalty of perjury the foregoing instrument to be a full, true and correct copy of Resolution No. 10575 (2014 Series), adopted by the San Luis Obispo City Council on November 10, 2014, now on file in my office.

WITNESS MY HAND AND THE SEAL OF THE CITY OF SAN LUIS OBISPO.

DATED: December 12, 2014



Anthony J. Mejia, City Clerk
City of San Luis Obispo
Total 32 pages; Resc. 10575, Exhibit A, w/certification